

OUTREACH AND BRAND MARKETING FINDINGS



**STATE OF NEBRASKA
OUTREACH AND MARKETING DEPARTMENT
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SUMMARY

This document contains excerpts from, (1) the outreach and brand marketing plan and (2) the outreach and brand marketing campaign.

In order to achieve an effective branding and public awareness campaign, strategic communications needs to be implemented in coordination with a centralized, and integrated outreach and marketing processes. These actions will aid Nebraska VR in developing name recognition, and encourage efficient and consistent messaging to targeted populations.

BENEFITS

Centralize Outreach and Marketing: Influence and Organization - Internal Operations and Dissemination of Information: It matters when something is released. Timing is just as important as content, which should be enforced by a strategy and relevant to the end user. There is no influence without organization. An agency approach to outreach and brand marketing will prevent fragmented messaging, which is a hindrance to outreach and marketing efforts.

Maximize Agency Resources: Integrate Everything- Communications, Outreach and Brand Marketing: Use resources wisely by enacting integration. (**Example:** Social media should work in coordination with other tools, like newsletters, and the website. One message should be presented

across all spectrums of communication. Everything needs to be put into focus and context to present a strong brand message.

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RECOMMENDED MARKETING

- **Strategic Marketing/Context Marketing:** Have a structured approach. Know the objective of an outreach and marketing effort. Choose the best option for success after determining a strategy based on the return on investment, research, resources, and need of the target audience. **(Example:** A strategic marketing approach means getting your advertisement on air, at the right time when your intended demographic is listening. Further the advertisement that is airing is written specifically for the intended demographic.
- **Content Marketing / Customer Service:** Use information to move outreach and marketing. Provide clients, and partners with useful information. Build and nurture client relationships.
- **Word of Mouth Marketing:** Get clients talking about the agency's services. This will take place via good customer service, and be driven by agency content. Provide the client with what they need.
- **Internal Marketing / Continued Training and Staff Development:** Implement a work culture that enforces the brand. Give the staff the tools and training they need to improve customer service, and outreach and marketing efforts. "Live the brand." Enable them to know their role within the outreach and marketing process. Branding is not a

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one-time implementation. It is a daily process, in which the agency's values influence their work habits and relationships with clients. (cultural / internal branding)

- **Inclusive Marketing:** Pair inclusive and accessibility efforts together. Recognize the diverse needs of clients. Put into practice new accessibility and inclusive communication standards. (**Example:** Provide text for video that is used online or go to community events to reach minority populations that are underserved.)
- **Engagement Marketing:** Improve communication and interaction with clients and partners. Give them a voice. (**Example:** Allow for feedback of a service via the website, or social media. Seek out their opinions and needs.) (**Example:** Return to story telling – Tell the story of our clients, services, and programs)

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RECOMMENDED ACTIONS

1. **Coordinate:** Have a meeting for directors and program director once a month concerning outreach and marketing.

This will:

- Aid in organizing outreach and marketing
- Aid in understanding the brand policy and style guide
- Allow supervisors to help their staff understand outreach and marketing operations (provide guidance)
- Permit supervisors to collaborate on outreach and marketing as a team. (foster communication between programs)
- Assist the Outreach and Marketing Department with receiving timely information on the efforts of the offices and programs, which will assist in content for promotional efforts.
- Assist directors in determining long term and short-term outreach and marketing efforts. Ideally long term and short term outreach planning would take place prior to the beginning of each year in preparation of yearly promotions.

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2. Implement Measurement for Process Improvement: Outreach and brand marketing efforts need to be measured on a continual basis for the following reasons:

- To determine client preferences, needs, and, expectations
- To have a mechanism in place to guide marketing management
- To evaluate outreach and brand marketing efforts
- To develop strong outreach and brand marketing initiatives
- To determine the return on investment (ROI)
- To make sure resources like time, money and manpower are being allocated appropriately
- To gage internal recognition of the brand, and outreach and marketing policies
- To discover the impact of past performance

Each year the agency should distribute a new outreach and marketing plan.

Performance measurements should be included in the document, which will be a guide for improvement.

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TOOLS & TACTICS

- **(CMS, Content Management System)** This would allow directors or one person from their department the ability to access the website
- The Marketing and Outreach Specialist needs to act as the **content editor**. While staff would have access to the website. Outreach and Marketing would have access to publish the pages. This is a step to ensure continuity and maintain branding.
- Move towards a **responsive website**. Within the next 4 to 5 years mobile users are expected increase. Having a responsive website will make the website better situated to provide services to those who use mobile technology.
- **(CRM, Constituent Relationship Management System)** This is something that can make the agency's relationship with clients stronger. It encourages cooperation, communication and convenience. Several government agencies already use this system.
- **Make important forms available to clients** via the website.
- **Improve Transparency:** Provide information online about meetings, data, and any other information that might be useful to clients and partners.
- **Place a calendar on the website**, so that people have access to events and meetings that are important to clients.
- **Connect the website** to all social media in use.

- **Improve the website navigation and design:** Make it more organized and intuitive for the user.
- **Become more inclusive:** Add a language translation tool like Google Translator to the website. <https://translate.google.com/manager/?hl=en>
 - * Google also offers translation for documents through their Translator Toolkit
- **Improve Accessibility:** Consider integrating new tools that may make the website more accessible for users.

(**Example:** Essential Accessibility software, which that allows users to download assistive technology free of charge.)
<http://www.essentialaccessibility.com/>
- **Use Google Analytics** and other programs and tools that are capable of measuring the progress and efforts of outreach and brand marketing.
- **Give Clients A Voice:** Implement client feedback through online and mail surveys.
- **Track** the amount of brochures and other material distributed
- **Track** where material was distributed
- **Track** which materials were distributed, when they were distributed, and who they were distributed to
- **Track costs** involved for all efforts

- **Perform an internal audit** on knowledge and use of the brand - distribute a survey to staff. (Yearly or within the first 6 months of branding)

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